

**LODI CITY COUNCIL
SHIRTSLEEVE SESSION
CARNEGIE FORUM, 305 WEST PINE STREET
TUESDAY, APRIL 24, 2018**

A. Roll Call by City Clerk

An Informal Informational Meeting ("Shirtsleeve" Session) of the Lodi City Council was held Tuesday, April 24, 2018, commencing at 7:03 a.m.

Present: Council Member Chandler, Council Member Kuehne, and Mayor Nakanishi

Absent: Council Member Johnson, and Mayor Pro Tempore Mounce

Also Present: City Manager Schwabauer, City Attorney Magdich, and City Clerk Ferraiolo

B. Topic(s)

B-1 Update on City's Website Redesign – Logo and Branding Efforts (CM)

Deputy City Manager Andrew Keys provided a PowerPoint presentation regarding the City's Website Project / Branding Package. Specific topics of discussion included branding the City's online presence, the need to create an online brand, branding process overview, branding package, and request for Council input.

Council Member Kuehne stated he would like to serve on the branding subcommittee and suggested key players from the community, such as the Winegrape Commission, Chamber of Commerce, and Visit Lodi!, also be a part of the subcommittee to ensure a cohesive message from all entities. He further questioned whether the branding effort includes a video package, to which City Manager Schwabauer responded in the negative, explaining this process is strictly about branding and is not to create an advertisement campaign. He stated a later phase could include a video package.

Council Member Chandler also expressed interest in serving on the branding subcommittee and stressed that the final product reflect the authenticity and deeply held values that Lodians have.

Mr. Schwabauer explained that the City's seal will not change, the addition will be a branding logo, and it is not uncommon for a city to have both a seal and a logo.

Mr. Keys confirmed that he will notify Council Members Kuehne and Chandler of the next subcommittee meeting and encouraged all Council Members to contact staff with suggestions and ideas.

C. Comments by Public on Non-Agenda Items

None.

D. Adjournment

No action was taken by the City Council. The meeting was adjourned at 7:23 a.m.

ATTEST:

Jennifer M. Ferraiolo
City Clerk